



GEM of the DESERT

**NOTICE AND CALL OF SPECIAL MEETING  
OF THE LA QUINTA ARTS & COMMUNITY SERVICES COMMISSION**

**TO THE MEMBERS OF THE LA QUINTA ARTS & COMMUNITY SERVICES COMMISSION AND TO THE COMMISSION SECRETARY:**

**NOTICE IS HEREBY GIVEN** that a **Special Meeting** of the La Quinta Arts & Community Services Commission is hereby called to be held on **October 14, 2024, starting at 4:00 p.m.**; at La Quinta City Hall located at 78495 Calle Tampico, La Quinta, CA 92253 for the following purpose:

**CONSENT CALENDAR**

- 1. APPROVE MEETING MINUTES OF SEPTEMBER 9, 2024**

**BUSINESS SESSION**

- 1. RECOMMEND DISTINGUISHED CITIZEN NOMINEE TO CITY COUNCIL**

**STUDY SESSION**

- 1. DISCUSS FACILITY NAMING POLICY**

**DEPARTMENTAL REPORTS – Verbal Updates**

- 1. DISTINGUISHED CITIZEN AWARD RECIPIENT**
- 2. CITY SPONSORSHIP POLICY**
- 3. CITY COUNCIL APPROVAL OF 2024 VETERAN NOMINEES**
- 4. CIVIC CENTER ART PURCHASE COMMITTEE**

Dated: October 10, 2024

*/s/ Gayl Biondi*

GAYL BIONDI, Chairperson

Attest:

MICHAEL CALDERON,  
Arts & Community Services Commission Secretary

**DECLARATION OF POSTING**

I, Michael Calderon, Arts & Community Services Commission Secretary, do hereby declare that the foregoing notice for the Special Meeting of the La Quinta Arts & Community Services Commission of October 14, 2024, was posted on the outside entry to the Council Chamber at 78495 Calle Tampico and the bulletin board at the La Quinta Cove Post Office at 51321 Avenida Bermudas on October 10, 2024.

DATED: October 10, 2024

A handwritten signature in blue ink, appearing to read "Michael Calderon", written in a cursive style.

MICHAEL CALDERON,  
Arts & Community Services Commission Secretary



Arts & Community Services Commission  
agendas and staff reports are available on the  
City's web page: [www.laquintaca.gov](http://www.laquintaca.gov)

## **SPECIAL MEETING**

# **ARTS & COMMUNITY SERVICES COMMISSION AGENDA**

CITY HALL COUNCIL CHAMBER  
78495 Calle Tampico, La Quinta

**MONDAY, OCTOBER 14, 2024, AT 4:00 P.M.**

Members of the public **may listen to this meeting by tuning-in live via**  
[www.laquintaca.gov/livemeetings](http://www.laquintaca.gov/livemeetings)

### **CALL TO ORDER**

Roll Call: Commissioners: Beesemyer, Brower, Chiapperini, Webb, and Chair Biondi

### **PLEDGE OF ALLEGIANCE**

### **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

At this time, members of the public may address the Commission on any matter not listed on the agenda pursuant to the "Public Comments – Instructions" listed at the end of the agenda. The Commission values your comments; however, in accordance with State law, no action shall be taken on any item not appearing on the agenda unless it is an emergency item authorized by the Brown Act [Government Code § 54954.2(b)].

### **CONFIRMATION OF AGENDA**

### **ANNOUNCEMENTS, PRESENTATIONS AND WRITTEN COMMUNICATIONS - NONE**

### **CONSENT CALENDAR**

NOTE: Consent Calendar items are routine in nature and can be approved by one motion.

1. APPROVE MEETING MINUTES OF SEPTEMBER 9, 2024

**BUSINESS SESSION**

1. RECOMMEND DISTINGUISHED CITIZEN NOMINEE TO CITY COUNCIL

**STUDY SESSION**

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**DEPARTMENTAL REPORTS** – VERBAL UPDATES

1. DISTINGUISHED CITIZEN AWARD RECIPIENT
2. CITY SPONSORSHIP POLICY
3. CITY COUNCIL APPROVAL OF 2024 VETERAN NOMINEES
4. CIVIC CENTER ART PURCHASE COMMITTEE

**COMMISSIONERS' ITEMS**

**ADJOURNMENT**

The next regular quarterly meeting of the La Quinta Arts & Community Services Commission will be held on December 9, 2024, commencing at 4:00 p.m. at the La Quinta City Hall Council Chamber, 78495 Calle Tampico, La Quinta, CA 92253.

**DECLARATION OF POSTING**

I, Michael Calderon, Secretary of the Arts & Community Services Commission of the City of La Quinta, do hereby declare that the foregoing Agenda for the Commission meeting of October 14, 2024, was posted on the City's website, near the entrance to the Council Chamber at 78495 Calle Tampico, and the bulletin board at the La Quinta Cove Post Office at 51321 Avenida Bermudas, on October 10, 2024.

DATED: October 10, 2024



MICHAEL CALDERON, ARTS & COMMUNITY SERVICES COMMISSION SECRETARY  
City of La Quinta, California

## **Public Notices**

- Agenda packet materials are available for public inspection: 1) at the Clerk’s Office at La Quinta City Hall, located at 78495 Calle Tampico, La Quinta, California 92253; and 2) on the City’s website at <https://www.laquintaca.gov/business/boards-and-commissions/community-services-commission>, in accordance with the Brown Act [Government Code § 54957.5; AB 2647 (Stats. 2022, Ch. 971)].
- The La Quinta City Council Chamber is handicapped accessible. If special equipment is needed for the hearing impaired, please contact Commission Secretary at (760) 777-7014, 24-hours in advance of the meeting and accommodations will be made.
- If background material is to be presented to the Commission during a Commission meeting, please be advised that 15 copies of all documents, exhibits, etc., must be supplied to the Commission Secretary for distribution. It is requested that this takes place prior to the beginning of the meeting.

## **PUBLIC COMMENTS – INSTRUCTIONS**

Members of the public may address the Commission on any matter listed or not listed on the agenda as follows:

WRITTEN PUBLIC COMMENTS can be provided either in-person during the meeting by submitting 15 copies to the Commission Secretary, it is requested that this takes place prior to the beginning of the meeting; or can be emailed in advance to [mcalderon@LaQuintaCA.gov](mailto:mcalderon@LaQuintaCA.gov), no later than 12:00 p.m., on the day of the meeting. Written public comments will be distributed to the Commission, made public, and will be incorporated into the public record of the meeting, but will not be read during the meeting unless, upon the request of the Chair, a brief summary of public comments is asked to be reported.

If written public comments are emailed, the email subject line must clearly state **“Written Comments”** and should include: **1) full name, 2) city of residence, and 3) subject matter.**

VERBAL PUBLIC COMMENTS can be provided in-person during the meeting by completing a “Request to Speak” form and submitting it to the Commission Secretary; it is requested that this takes place prior to the beginning of the meeting. Please limit your comments to three (3) minutes (or approximately 350 words). Members of the public shall be called upon to speak by the Chair.

In accordance with City Council Resolution No. 2022-028, a one-time additional speaker time donation of three (3) minutes per individual is permitted; please note that the member of the public donating time must: 1) submit this in writing to the Commission Secretary by completing a “Request to Speak” form noting the name of the person to whom time is being donated to, and 2) be present at the time the speaker provides verbal comments.

Verbal public comments are defined as comments provided in the speakers’ own voice and may not include video or sound recordings of the speaker or of other individuals or entities, unless permitted by the Chair.

Public speakers may elect to use printed presentation materials to aid their comments; 15 copies of such printed materials shall be provided to the Commission Secretary to be disseminated to the Commission, made public, and incorporated into the public record of the meeting; it is requested that the printed materials are provided prior to the beginning of the meeting. There shall be no use of Chamber resources and technology to display visual or audible presentations during public comments, unless permitted by the Chair.

All writings or documents, including but not limited to emails and attachments to emails, submitted to the City regarding any item(s) listed or not listed on this agenda are public records. All information in such writings and documents is subject to disclosure as being in the public domain and subject to search and review by electronic means, including but not limited to the City's Internet Web site and any other Internet Web-based platform or other Web-based form of communication. All information in such writings and documents similarly is subject to disclosure pursuant to the California Public Records Act [Government Code § 7920.000 *et seq.*].

### **TELECONFERENCE ACCESSIBILITY – INSTRUCTIONS**

*Teleconference accessibility may be triggered in accordance with AB 2449 (Stats. 2022, Ch. 285), codified in the Brown Act [Government Code § 54953], if a member of the Community Services Commission requests to attend and participate in this meeting remotely due to “just cause” or “emergency circumstances,” as defined, and only if the request is approved. In such instances, remote public accessibility and participation will be facilitated via Zoom Webinar as detailed at the end of this Agenda.*

**\*\*\* TELECONFERENCE PROCEDURES – PURSUANT TO AB 2449\*\*\***

**APPLICABLE ONLY WHEN TELECONFERENCE ACCESSIBILITY IS IN EFFECT**

**Verbal public comments via Teleconference – members of the public may attend and participate in this meeting by teleconference via Zoom** and use the “raise your hand” feature when public comments are prompted by the Chair; the City will facilitate the ability for a member of the public to be audible to the Commission and general public and allow him/her/they to speak on the item(s) requested. **Please note – members of the public must unmute themselves when prompted upon being recognized by the Chair, in order to become audible to the Commission and the public.**

Only one person at a time may speak by teleconference and only after being recognized by the Chair.

**ZOOM LINK:** <https://us06web.zoom.us/j/81689580150>  
**Meeting ID:** 816 8958 0150  
**Or join by phone:** (253) 215 – 8782

**Written public comments** – can be provided in person during the meeting or emailed to [mcalderson@LaQuintaCA.gov](mailto:mcalderson@LaQuintaCA.gov) any time prior to the adjournment of the meeting, and will be distributed to the Commission, made public, incorporated into the public record of the meeting, and will not be read during the meeting unless, upon the request of the Chair, a brief summary of any public comment is asked to be read, to the extent the Committee can accommodate such request.



**ARTS AND COMMUNITY SERVICES COMMISSION  
MINUTES  
MONDAY, SEPTEMBER 9, 2024**

**CALL TO ORDER**

A regular quarterly meeting of the Arts and Community Services Commission (Commission) was called to order by Chair Biondi at 4:01 p.m.

PRESENT: Commissioners Beesemyer, Brower, Chiapperini, Webb (joined the meeting at 4:12 p.m.), and Chair Biondi

ABSENT: None

**PLEDGE OF ALLEGIANCE**

Commissioner Chiapperini led the audience in the Pledge of Allegiance.

**PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA** – None

**CONFIRMATION OF AGENDA**

**MOTION** – A motion was made and seconded by Commissioners Chiapperini/Beesemyer to confirm the Agenda as published. Motion passed: ayes – 4, noes – 0, abstain – 0, absent – 1 (Webb).

**ANNOUNCEMENTS, PRESENTATIONS, AND WRITTEN COMMUNICATIONS**

**1. INTRODUCE NEW COMMISSIONERS**

Chair Biondi welcomed new Commissioners Beesemyer, Brower, and Webb. Commissioners Beesemyer and Brower provided a brief summary of their background and experience.

**CONSENT CALENDAR**

- 1. APPROVE COMMISSION SPECIAL MEETING MINUTES OF MAY 20, 2024**
- 2. APPROVE COMMISSION MEETING MINUTES OF JUNE 10, 2024**

**MOTION** – A motion was made and seconded by Commissioners Chiapperini/Biondi to approve the Consent Calendar as presented.

Motion failed due to the lack of a quorum: ayes – 2 (Biondi and Chiapperini), noes – 0, abstain – 2 (Beesemyer and Brower), absent – 1 (Webb).

## **BUSINESS SESSION**

### **1. APPOINT MEMBERS OF THE ARTS AND COMMUNITY SERVICES COMMISSION TO SERVE AS A CHAIRPERSON AND VICE-CHAIRPERSON FOR FISCAL YEAR 2024/25**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

MOTION – A motion was made and seconded by Commissioners Beesemyer/Brower to appoint Commissioner Biondi to serve as Chair for fiscal year 2024/25.

Motion passed: ayes – 4, noes – 0, abstain – 0, absent – 1 (Webb).

MOTION – A motion was made and seconded by Commissioners Biondi/Brower to appoint Commissioner Chiapperini to serve as Vice Chair for fiscal year 2024/25.

Motion passed: ayes – 4, noes – 0, abstain – 0, absent – 1 (Webb).

### **2. APPOINT MEMBERS OF THE ARTS AND COMMUNITY SERVICES COMMISSION TO SERVE ON THE NOVEMBER 2024 CIVIC CENTER ART SELECTION COMMITTEE**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission discussed its prior recommendation to Council to postpone art purchases during the La Quinta Art Celebrations for fiscal year 2024/25 to catch up with the art appraisal, determine art placements for future art purchases, and to potentially allocate the money towards a larger commissioned art piece. Staff noted the Commission's recommendation has not yet been presented to Council for consideration.

MOTION – A motion was made and seconded by Commissioners Chiapperini/Biondi to appoint Commissioners Beesemyer and Brower to serve on the November 2024 Civic Center Art Selection Committee.

Motion passed: ayes – 4, noes – 0, abstain – 0, absent – 1 (Webb).

*COMMISSIONER WEBB JOINED THE MEETING AT 4:12 P.M.*

### **3. RECOMMEND DISTINGUISHED CITIZEN NOMINEE TO CITY COUNCIL**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission discussed Distinguished Citizen Nominee Will Donato's accomplishments, contributions, qualifications, and reached a consensus to recommend him to Council as a recipient of the award; provided recommendations on the process, manner, and location for presenting the award; and provided recommendations to



possibly recognize Community Award Recipients during City events such as City Picnic and Concerts in the Park Series.

Staff noted once nominee recommendations are approved by Council, the recognition and presentation process details will be brought back to the Commission for discussion, as well as the various ways to highlight recipients through social media and other City publications.

**MOTION** – A motion was made and seconded by Commissioners Biondi/Brower to recommend Will Donato as a Distinguished Citizen Nominee to the City Council. Motion passed unanimously.

## **STUDY SESSION**

### **1. REVIEW CITY OF LA QUINTA DRAFT STRATEGIC PLAN**

Marketing and Communications Specialist Barkas presented the staff report, which is on file in the Community Services Department.

The Commission discussed the process for distributing requests for proposals (RFP), adding artists on the City's pre-qualified artists list, artists' qualifications criteria; the methods used to increase awareness of the City's art, events, programs, and exploring the possibility of placing the various City pocket maps or informational brochures in local businesses; increasing outreach efforts outside of La Quinta and the Coachella Valley; finding opportunities to showcase art throughout La Quinta such as art shows, apparel, public parks and other locations that can be destination points for tourists and the community; highlighted the Highway 111 corridor, Art and Music Line on Avenue 48, CV Link, and the Cultural Trail as art in public places (APP) opportunities; offering more youth activities and programs to broaden community involvement and promote health and wellness; conducting simple one page surveys to gather residents' feedback on activities and programs to offer the community; importance of preserving La Quinta's history; highlight the 100th anniversary of the La Quinta Hotel; promoting Old Town Artisan Studio and its historical background, and finding ways to highlight La Quinta as the Gem of the Desert.

### **2. DISCUSS ART IN PUBLIC PLACES STRATEGIC PLAN**

Management Analyst Calderon presented the staff report, which is on file in the Community Services Department.

The Commission discussed the importance of focusing on accessibility of the art when considering locations and promotional efforts; possibly partnering with La Quinta High School and CV Link as potential future art projects for murals; and importance of ensuring proper signage identifying art pieces and locations.

Staff noted the SilverRock Event Park pedestals will have a similar concept to the ones located on El Paseo in Palm Desert; work continues to ensure all art pieces have plaques and proper identification; the CV Link, Highway 111 Refresh, Cultural Trail, and Art and Music Line on Avenue 48 projects are all in design or early development stages, once they are closer to completion the Commission will have an opportunity to provide recommendations for potential art projects; and confirmed there are no City art pieces in storage – all are on display and available to view.

## **DEPARTMENTAL REPORTS** – verbal updates

### **1. REVISED COMMUNITY AWARDS PROGRAM CRITERIA AND APPLICATIONS**

Staff noted the criteria for the Community Awards was approved by Council on June 18, 2024; and applications are available online and can be submitted via email or in person.

The Commission discussed ways to improve promotional outreach to reach wider audiences such as schools, community organizations, social groups, and city partners; the City's marketing team issued a press release about the community awards program to Desert Sands Unified School District; staff will look into creating a one-page sheet to provide to the Commission with additional outreach efforts.

### **2. ART IN PUBLIC PLACES APPRAISAL**

The Commission discussed the APP appraisal; the City's art inventory is insured; the overall condition of the APP collection is great, with majority of the art pieces values increasing compared to the original purchase price; and the total retail replacement value of the collection is \$5,034,030.

### **3. ART IN PUBLIC PLACES VIRTUAL ART TOUR**

Staff provided a brief overview of the Virtual Art Tour website that showcases 120 art pieces of the City's APP collection.

### **4. SRR SCULPTURE LOAN PROGRAM UPDATE**

The Commission discussed the three sculpture options by artist CJ Rench to be installed at SilverRock Event Park slated for the near future; the sculptures will be on loan and the length of the loan will depend on the agreed upon terms and conditions outlined in the loan agreement between the City and perspective artist.

### **5. LA QUINTA PARK PLAYGROUND UPGRADE**

Staff noted new shade structures were installed over the playground area at La Quinta Park.

The Commission discussed installing traditional lighting under the shade structures to provide ample lighting in the evenings.

## **6. COMMISSION MEETING SCHEDULE FOR FISCAL YEAR 2024-2025**

Staff provided an overview of the Commission's quarterly meetings schedule and City events for the upcoming fiscal year.

The Commission discussed the possibility of providing the option for community members to add City events to one's mobile calendar or the ability to subscribe to City events and activities; and if staff can provide brochure holders the Commission can connect and partner with local businesses for further promotional outreach of art, events and activities.

### **COMMISSIONER'S ITEMS**

Chair Biondi shared the previous members of the Commission had reached a consensus for each Commissioner to focus on an item or two within the Commission's scope of work and report back with updates at each ACSC meeting; Commissioner Webb said he would like to meet with principals from schools in La Quinta regarding the Junior Inspiration and Youth Achievement award, connect City staff to schools regarding the Youth Collective, and find ways to involve schools and their students with potential mural art projects.

Commissioner Webb provided a brief summary of his background and experience.

The Commission discussed involving youth at the skate park to share their ideas and perspectives for future art projects and the possibility of potential student art shows to bring opportunities for youth to showcase various art in writing, music, literature, and theatre; Commissioner Beesemyer shared she will connect with local businesses for ways to promote City events and public art.

### **ADJOURNMENT**

There being no further business, a motion was made and seconded by Commissioners Chiapperini/Beesemyer to adjourn the meeting at 5:18 p.m. Motion passed unanimously.

Respectfully submitted,

MANUEL ELIZALDE, Administrative Technician / Commission Secretary  
City of La Quinta, California



# City of La Quinta

ARTS AND COMMUNITY SERVICES COMMISSION: October 14, 2024

## STAFF REPORT

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**AGENDA TITLE:** RECOMMEND RECIPIENT OF THE DISTINGUISHED CITIZEN AWARD TO CITY COUNCIL

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### RECOMMENDATION

Recommend recipient of the Distinguished Citizen Award to City Council.

### EXECUTIVE SUMMARY

- The Arts and Community Services Commission (Commission) reviews and recommends Community Awards nominations to Council.
- One nomination was received from the community.
- The Commission will review the nomination and make a recommendation to City Council

### FISCAL IMPACT

The total cost for the Distinguished Citizen Award plaque and engraving of recipient names on the Community Awards Acknowledgement Monument is approximately \$300. Funds are available in the Community Services Experiences and Events budget (101-3003-60149).

### BACKGROUND/ANALYSIS

The City of La Quinta's community awards program was developed to recognize the individuals who have made significant impacts in La Quinta through their acts of service, kindness, leadership, and dedication to serving the community. Nominations for the Community Awards are accepted year-round. Citizens are encouraged to nominate individuals they feel are deserving of these awards based on their respective criteria.

Distinguished Citizen Award criteria include the following:

- City residency a minimum of one (1) year.
- Contributions to the community of La Quinta and/or Coachella Valley through acts of service or involvement with community organizations, athletics, or the local art scene.

Staff received a nomination for Juan (John) Salas to be recognized as a Distinguished Citizen (Attachment 1). Juan Salas is a member of the Riverside County Office on Aging Retired & Senior Volunteer Program (RSVP). He has been a volunteer instructor for the Fit After 50 exercise class for 8 years at Desert Recreation District's La Quinta Community Fitness Center. Juan was a recipient of the 2019 Senior Inspiration Award and recognized as a Pillar of the Community. The Commission will review the nomination and make a recommendation to Council.

### ALTERNATIVES

The ACSC may choose not to recommend the Award nominee.

Prepared by: Manuel Elizalde, Community Services Administrative Technician

Approved by: Christina Calderon, Community Services Deputy Director

Attachment: 1. Juan (John) Salas Nomination Form

**Candidate Information:**

Name: JOHN SALAS

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: [REDACTED]

Years of La Quinta residency: 50+ yrs

Years of service to the Community of La Quinta: 8+ YEARS

**Nominating Party:**

Name: MARIA AND VAL

Email: [REDACTED]

Phone: [REDACTED]

Please answer the questions on the next page and feel free to attach additional sheets if necessary.

**Questions:**

1. How has the candidate contributed to the community of La Quinta or Coachella Valley through their acts of service or involvement with community organizations, athletics, or arts community?

JOHN HAS LED A SENIORS FITNESS CLASS FOR OVER 8 YRS AND IS STRICTLY A VOLUNTEER. OUR CLASSES ARE 3x WKLY. WE RELY ON JOHN TO KEEP US ACTIVE AND ACCOUNTABLE

2. List any La Quinta/Coachella Valley organizations (nonprofits, schools, senior centers, youth sports, etc.) that the candidate is directly involved with and describe their role within the organization(s).

DESERT RECREATION DISTRICT.  
FORMER VET

3. Is there any additional information about the candidate that should be considered?

JOHN FROM WHAT WE KNOW HAS LIVED HIS ENTIRE LIFE IN LA QUINTA AND INDIO. HE IS A WONDERFUL FAMILY MAN, HUSBAND FATHER AND GRANDFATHER.

JOHN HEADS THE CLASS NOT ONLY 3x WKLY BUT 2 CLASSES BACK TO BACK IN THE WINTER BECAUSE HE IS SO POPULAR AND MOTIVATING.  
ALL THIS AS A VOLUNTEER.

THERE ARE USUALLY OVER 25 PEOPLE OVER 60yr old in the CLASS.

Additional Information Provided by Nomination Party:

Juan (John) Salas was born in the Coachella Valley and has lived in La Quinta for 53 years. He served in the army during the Vietnam war and returned to the Coachella Valley where he married and had 3 sons. John worked at IID most of his career.

He began taking the Fit after 50 class with a friend whom he was assisting in his spare time. The previous instructor left, and John stepped up to the position and got certified by the County of Riverside. He has volunteered his time for 2 hours, three days a week for over 9 years to the senior community. His unwavering commitment to the class is impressive. He even held virtual classes during Covid and many times holds 2 classes in the same day due to overflow and his popularity.

He is always cheerful and can easily make you laugh. He recognizes that for many of the seniors that attend, this is a way for them to socialize and get exercise. It is one of their few outings and everyone that attends looks forward to the next time. He always ends the class with a thank you when truly, we are the ones that are thankful for him.

John was a recipient for the 2019 Senior Inspiration Award (Pillar of the Community)



# City of La Quinta

CITY COUNCIL MEETING: October 14, 2024

## STAFF REPORT

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**AGENDA TITLE:** DISCUSS CITY FACILITY NAMING POLICY

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### RECOMMENDATION

Discuss the City Facility Naming Policy.

### EXECUTIVE SUMMARY

- The City does not have a Facility Naming Policy (Policy) to provide set guidelines when considering requests to name City facilities after individuals or organizations.
- Adopting a Policy establishes a uniform application process and detailed procedures for staff to follow when vetting facility naming requests.
- Staff have drafted a Policy and are seeking input from the Arts and Community Services Commission (Commission).

**FISCAL IMPACT** – None.

### BACKGROUND/ANALYSIS

Staff periodically receives requests and inquiries from individuals interested in naming City facilities, parks, and/or public amenities after prominent community members. The City does not have a Facility Naming Policy in place, and staff recommends adopting the proposed policy to establish uniform guidelines for vetting facility naming requests, which details criteria and eligibility requirements, applicable facilities, and an application process for submitting requests (Attachment 1). Staff are seeking input from the Commission before presenting the Policy to City Council for approval.

### ALTERNATIVES

Staff does not recommend an alternative.

Prepared by: Michael Calderon, Community Services Management Analyst

Approved by: Christina Calderon, Community Services Deputy Director

Attachments: 1. Facility Naming Policy  
2. Facility Naming Application

## CITY OF LA QUINTA FACILITY NAMING POLICY

### PURPOSE

To establish uniform procedures for the naming or renaming of City facilities in a manner that is compatible with community interest, the City's core values, and the enhancement of La Quinta's legacy. The purpose of the policy is to establish criteria and processes to guide the naming/renaming of City Facilities in a manner that ensures that Facility names honor places, history, persons, and/or organizations that are undeniably significant to La Quinta.

### GENERAL POLICY

The following guidelines have been established to provide for a consistent and uniform procedure in the naming or renaming of City facilities, (collectively, "Facility(ies)") which includes parks, park amenities, buildings, meeting rooms in City owned buildings, fire stations, or recreational facilities.

#### A. General Guidelines

1. The City Council shall have the final authority to name and rename all Facilities.
2. The City Council shall have the final authority to designate commemorative Facilities names and plaques.
3. Under extraordinary circumstances, the City Council may, with a super majority vote of at least four City Council members, revoke the current name of any Facility.
4. No Facility shall be named after a seated elected or appointed official.
5. Current full-time La Quinta Residents may request the naming/renaming of City Facilities by submitting a completed Facility Naming Application to the Community Services Department.
6. City Facilities named/renamed after a person shall not be changed once established unless the City finds the individual to be undeserving or the naming/renaming of the Facility to be inappropriate subject to a revocation hearing.

#### B. Qualifications for Naming of City Facilities

1. Qualifying criteria include the following:
  - a. Facilities may be named or renamed after any group, individual, or family, living or deceased that has made significant and substantial contributions of a service, cultural, or historic nature to the City of La Quinta, as determined by the City Council. Said contributions do not have to be financial in nature; they may include extensive service and/or support to the City or community of La Quinta in general. Significant and substantial contributions encompass a

variety of impactful actions and initiatives that enhance the well-being and development of the community. These contributions can include outstanding achievements in the following:

- i. Volunteer Work – Dedicating time and skills to support local organizations, charities, schools, and community events.
- ii. Educational Initiatives – Providing tutoring, mentorship, or educational programs that improve literacy, knowledge, and skills among youth and/or community members.
- iii. Economic Development – Supporting local businesses, creating job opportunities, or developing projects that boost the local economy.
- iv. Environmental Efforts – Leading or participating in sustainability projects, such as community gardens, recycling programs, or clean-up drives.
- v. Cultural Enrichment – Promoting arts, music, and cultural events that celebrate diversity and foster a sense of community.
- vi. Advocacy and Social Justice – Championing causes that address social inequalities, support marginalized groups, and advocate for policy changes.
- vii. Public Safety – Working with local law enforcement or organizing neighborhood watch programs to ensure a safe community environment.
- viii. Infrastructure Improvements – Initiating or participating in projects that improve public spaces, such as parks, community centers, or public transportation.
- viiii. Youth Engagement – Creating or supporting programs that engage and empower young people, providing them with opportunities for growth and development.

These contributions demonstrate a commitment to the betterment of the community, fostering a supportive, vibrant, and sustainable environment for all its members.

- b. The area in which the honoree made the most contribution should be considered when determining which Facility will be named after that person or group. That is, when possible, there should be a correlation between the service provided by the honoree and the Facility.
- c. No Application shall be submitted to rename a Facility after an individual until at least one (1) year following the death of such individual. This provision may be waived by a super majority vote of at least four (4) City Council members. This guideline is appropriate to establish a waiting period to ensure that an individual's accomplishments and contributions will stand the test of time; and that decisions shall not be made on an emotional basis immediately following a person's death.
- d. When evaluating whether to rename a Facility, the party making the request shall consider all factors he/she/they deem relevant, including whether some or all of the following requirements accurately describe the person or organization for whom the Facility is proposed to be renamed:

**Requirements for Consideration:**

- i. The person or organization must be a full-time La Quinta resident for a minimum of ten (10) years. Non-full-time residents and/or former residents who lived in La Quinta at least ten (10) years but then relocated may be considered by Council on a case by case basis.
- ii. The person or organization must have dedicated a minimum of fifteen (15) years to serving the community.

**Supplemental Requirements:**

- i. The person or organization made lasting and significant\* contributions to the protection of natural or cultural resources of the City of La Quinta; or
- ii. The person or organization made substantial\* contributions to the betterment of a specific Facility consistent with the established standards for the Facility; or
- iii. The person or organization made substantial\* contributions to the advancement of recreational opportunities with the City of La Quinta; or
- iv. The person or organization was associated with an economic development or redevelopment activity; or
- v. The person or organization had a positive impact on the lives of La Quinta's residents.

*\*Additional information as to how/why the contribution of the individual or organization was significant or substantial is required and must be described in detail in the Facility Naming Application.*

- e. Upon the naming or renaming of a Facility, the name shall not be used for any other dedication or renaming within the City of La Quinta.
- f. The City Council, in its sole and unlimited discretion, may remove or change the name of any Facility at any time, unless contractually obligated otherwise.
- g. The City Council reserves the right to revoke the naming of a facility if new information comes to light about the individual that does not reflect the values of the City of La Quinta or if such information would result in the individual not meeting the criteria outlined above. In the instance that a name is revoked, the facility will revert to its original name.
- h. Naming/renaming requests associated with financial or in-kind sponsorships will be considered following the guidelines set forth in the City's Sponsorship Policy. Site sponsorship criteria outlined in the Sponsorship Policy are distinct from Facility Naming Requests, as the former pertains to branding opportunities linked to financial or in-kind contributions, while the latter involves the official designation of physical spaces, independent of any sponsorship agreements.

**C. Facility Naming Criteria**

**1. City Facilities**

a. For purposes of this Subsection C.1, City facilities refer to parks, park amenities, buildings, meeting rooms in City owned buildings, fire stations owned by the City, or recreational facilities.

c. City facility names shall be selected to either recognize natural features related to the La Quinta community or to recognize a person or organization that made a lasting and significant contribution to the betterment of the City of La Quinta.

d. Areas within City facilities that may be named separately from the main building include points of entry; rooms/patios within a City building; facility features (such as a column or fountain); walkways; trails, recreational facilities (such as group picnic areas, sports fields, water features, recreational amenities, or park monuments); physical features (such as mountains, hills, or vistas); drive-ways; or other related items. Only City-owned properties can be renamed.

e. City Council retains discretion to name an alternative Facility or area within a Facility to the Facility requested.

f. The following City facilities are considered ineligible for renaming:

- La Quinta City Hall – Including the Council Chambers, lobby, meeting rooms, hallways, and entryways.
- \*La Quinta Library
- \*La Quinta Museum
- \*La Quinta Wellness Center
- Civic Center Campus
- Fred Wolff Nature Preserve
- Bear Creek Trail
- Wolff Waters Place Apartments

*\*Areas within the above facilities, such as rooms, courtyards, etc. remain eligible for renaming*

## 2. Commemorative Plaques

a. If a facility is named or renamed after a person or organization, a commemorative plaque shall be placed in the public facility at the discretion of City Council.

### D. Facility Naming Procedure:

1. Requests for naming and/or changing the name of a City Facility shall be submitted to the Community Services Department in writing via the City's Facility Naming Application. If the proposed Facility is in recognition of a person or organization, the applicant is required to provide clear evidence that the person or organization to be honored has made lasting and significant contributions to the betterment of the City of La Quinta.

2. All submittals, whether from an individual, or organization must include the name, phone number, email, and address of the submitter. No anonymous submittals will be accepted.

Sitting City Council Members and Commissioners are not permitted to submit facility naming requests.

3. Upon receipt of the application, the Community Services Department shall review the application. If the application meets all requirements, the request to name/rename the facility must follow the three-step public meeting process as follows:

a. Arts and Community Services Commission (ACSC) Meeting #1:

i. Staff will add the facility naming/renaming request to an upcoming ACSC meeting agenda as a Presentation Item. Items listed on public meeting agendas as Presentations are for informational purposes only. The ACSC will not take an official action at the conclusion of the Presentation.

ii. Submitting party will present their request including the location of the proposed renaming, information about the person/organization for whom the Facility is proposed to be renamed and their contributions to La Quinta, why the facility should be renamed, and any public outreach that was conducted to gather community input about the proposed renaming.

iii. If a consensus to move forward is reached, staff will add the renaming request to an upcoming ACSC meeting as a Business Session Item.

b. Arts and Community Services Commission (ACSC) Meeting #2:

i. The ACSC will consider as a Business Session item the proposed facility renaming and evaluate the impact the person/organization has had on the community of La Quinta.

ii. The ACSC will examine the information provided in the Facility Naming Application, including the letters of support and resident signatures requirement, and make a recommendation to City Council.

iii. If the ACSC approves the renaming request to be presented to Council, staff will add it to an upcoming Council meeting as a Business Session item. If the ACSC does not recommend the naming/renaming, their decision will be reflected in the Meeting Minutes, however at staff's discretion, the request may go to City Council for consideration.

c. City Council Meeting #3:

i. City Council will consider the ACSC's recommendation and discuss the proposed facility naming/renaming to evaluate and determine if the person/organization for whom the Facility is proposed to be renamed has had a significant impact on the community of La Quinta.

ii. City Council will make the final decision to name or rename a City facility. If the request is denied by City Council, no further action is taken. If the City Council approves the request, staff is directed to go forward with implementing the

naming of the Facility. The steps taken to implement the request will be developed as an internal City process. The decision of the City Council will be final. Designation of the new Facility name will be approved by City Council and reflected in the minutes







**City of La Quinta  
Facility Naming Application**

Applicant Name: \_\_\_\_\_

Applicant Address: \_\_\_\_\_

Years of La Quinta Residency: \_\_\_\_\_

Applicant Phone: \_\_\_\_\_ Applicant Email: \_\_\_\_\_

Location of facility to be named: \_\_\_\_\_

Individual or organization to be recognized: \_\_\_\_\_

Proposed Name: \_\_\_\_\_

**Please check all that apply:**

- Was the individual a La Quinta resident for at least ten (10) years?
  - Please provide residency dates: \_\_\_ to \_\_\_
- Is the individual deceased? If so, what was the date of their death: \_\_\_\_\_
- The person or organization made lasting and significant contributions to the protection of natural or cultural resources of the City of La Quinta.
- The person or organization made substantial contributions to the betterment of a specific Facility consistent with the established standards for the Facility.
- The person or organization made substantial contributions to the advancement of recreational opportunities with the City of La Quinta.
- The person or organization was associated with an economic development or redevelopment activity.
- The person or organization had a positive impact on the lives of La Quinta's residents.
- The person or organization volunteered for fifteen (15) or more years of service to the community.

**Explanation/justification for naming/renaming (may attach additional sheets if needed)**

1. Please provide any biographical information pertinent to the person/organization for whom the Facility is proposed to be renamed (minimum 250 words).

2. Describe in detail the person/organization's civic involvement and connection to the Facility after which it will be named.
3. How has the person/organization significantly impacted the community of La Quinta?
4. Describe any public outreach that was conducted to gather community input and support for the proposed name/renaming of the Facility.

**In addition to the information provided above, please include the following supporting documents:**

- Petition with at least 100 La Quinta resident (adults 18+) signatures in support of the naming/renaming. Each petitioner listed must include the person's first and last name, City of La Quinta address, phone number, and signature.
- At least 5 letters of support in favor of the naming/renaming of the Facility. Letters must be provided by La Quinta residents and/or community organizations corroborating the person/organization's achievements or impact to La Quinta and describe in detail why he/she/they support the name/renaming.
- Any additional articles, documents, and/or evidence describing the reason for the request and demonstrating significant community support for the naming/renaming of the Facility.